

**CLAIMS:**

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent is:

- 1 1. A method for analyzing a business that provides deliverable end-user products to  
2 consumers, said end-user products including components wherein each deliverable  
3 product and each component have a perceivable cost and consumer value, said method  
4 comprising the steps of:  
5  
6 a) obtaining Average Sales Price (ASP) trend data for a deliverable end-user product  
7 provided by said business and tracking changes of said trend data over a period of time,  
8 said period divided into one or more time intervals;  
9  
10 b) obtaining ASP trend data for a component used in said deliverable end-user product  
11 and tracking changes of said trend data for said component over said period of time,  
12  
13 c) generating a data structure including elements for characterizing trend data as meeting  
14 certain performance criteria;  
15  
16 d) mapping said trend changes for each period to said elements in said data structure; and,  
17  
18 e) performing analysis of said elements for a component and deliverable product in each  
19 time interval, said elements indicating potential corrective action with respect to a value  
20 or cost for said component or deliverable product.
- 1 2. The method according to Claim 1, wherein said data structure includes a matrix for  
2 characterizing relationships between ASP trends of deliverables and ASP trends of  
3 components, one or more elements of said matrix characterizing either or both said

1 3. The method according to Claim 2, wherein said base level is zero, said one or more  
2 elements characterizing said trends as being equal to or above said base level thereby  
3 defining a stability sector.

1 4. The method according to Claim 3, wherein one or more elements of said matrix  
2 characterizes either or both said deliverable or component ASP trends as being below a  
3 base level while remaining flat, increasing or decreasing between successive time  
4 intervals.

1 5. The method according to Claim 3, wherein elements of said matrix provide an  
2 estimation of profit potential for a business operating at an indicated time interval in said  
3 stability sector by managing the cost or value for that deliverable and component.

1 6. The method according to Claim 5, wherein said step e) of performing an analysis  
2 includes the steps of:

4 improving a value of the deliverable and identifying components that assist in said  
5 improving; and

7 maintaining the value of said deliverable in said stability sector pending improvement of  
8 said value.

1 7. The method according to Claim 1, further including repeating step b) though step e)  
2 utilizing a different component, said analysis revealing which component drives value  
3 and what customers perceive as value from the deliverable.



1 11. A program storage device readable by a machine, tangibly embodying a program of  
2 instructions executable by the machine to perform method steps for analyzing a business  
3 that provides deliverable end-user products to consumers, said end-user products  
4 including components wherein each deliverable product and each component have a  
5 perceivable cost and consumer value, said method steps comprising:

b) obtaining ASP trend data for a component used in said deliverable end-user product and tracking changes of said trend data for said component over said period of time,

17 d) mapping said trend changes for each period to said elements in said data structure; and,

e) performing analysis of said elements for a component and deliverable product in each time interval, said elements indicating potential corrective action with respect to a value or cost for said component or deliverable product.

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1 13. A program storage device readable by a machine, tangibly embodying a program of  
2 instructions executable by the machine to perform method steps for assessing in real-time  
3 a business plan for a business that provides deliverable end-user products to consumers,  
4 said end-user products including components wherein each deliverable product and each  
5 component have a perceivable cost and consumer value, said method steps comprising:  
6  
7 a) providing a business plan associated with the selling of a deliverable product in the  
8 market, said plan organized as a series of successive time intervals, with each said  
9 interval indicating hypothetical movement of profitability of said deliverable product;  
10  
11 b) generating a data structure including elements for characterizing trend data as meeting  
12 certain performance criteria, each said element indicating one or more potential  
13 corrective actions with respect to a value or cost for a deliverable or one of its  
14 components;  
15  
16 c) obtaining actual ASP trend data for said deliverable and component at a current  
17 sampling interval and mapping said actual ASP trend data to a corresponding element in  
18 said data structure;  
19  
20 d) comparing said mapped element with a hypothetical movement defined for the  
21 deliverable product and component according to said business plan at that time interval;  
22 and  
23  
24 e) making corrective changes with respect to a value or cost for said component or  
25 deliverable according to the comparison.